

BEFORE
THE PUBLIC SERVICE COMMISSION OF
SOUTH CAROLINA
DOCKET NO. 2007-8-C - ORDER NO. 2007-130
FEBRUARY 22, 2007

IN RE: Petition of BellSouth Telecommunications, Inc.)
to Operate Under the d/b/a of AT&T South)
Carolina and Under the d/b/a AT&T Southeast.)
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)
)

ORDER APPROVING
NAME MODIFICATION
AND AMENDING
COMMISSION'S
RECORDS

This matter comes before the Public Service Commission of South Carolina (“the Commission”) on the Petition of BellSouth Telecommunications, Inc. (“BellSouth” or “Company”)¹ for approval to operate, on a going-forward basis in South Carolina, under the “doing business as” (“d/b/a”) name of “AT&T South Carolina” and under the d/b/a name of “AT&T Southeast.” In addition, BellSouth requests expedited review of this Petition. According to the Petition, the merger between the BellSouth Corporation and AT&T Inc. is closed, and BellSouth requests expedited review for its name modification in order for the transition from the BellSouth brand name to the AT&T brand name to progress as quickly as possible. The Office of Regulatory Staff (“ORS”) as statutory intervenor has no opposition to BSLD’s request, and no other intervenors or protestants have come forward after publication of notice. Therefore, the Commission grants BellSouth’s request for expedited review and subsequently grants BellSouth’s Petition for name modification.

¹ BellSouth is an “incumbent local exchange carrier” as that term is defined in S.C. Code Ann. §58-9-10(11).

Upon receipt of BellSouth's Petition, the Commission's Docketing Department instructed the Company to publish, one time, a Notice of Filing in newspapers of general circulation in the areas of the state affected by the request. The purpose of the Notice of Filing was to inform interested parties of the request of BellSouth and of the manner and time in which to file the appropriate pleadings for participation in the proceeding. The Company complied with this instruction and provided the Commission with proof of publication of the Notice of Filing. No protests or Petitions to Intervene were received.

In its Petition, BellSouth informs the Commission that the merger between AT&T Inc. and BellSouth Corporation closed on December 29, 2006, at which time BellSouth Corporation (the parent company of BellSouth Telecommunications, Inc.) became a wholly-owned, first-tier subsidiary of AT&T Inc. The Petition further states that upon approval of the Petition, BellSouth Telecommunications, Inc. will remain the formal corporate name of the entity that is authorized to provide regulated local exchange service in South Carolina. BellSouth, however, will do business in South Carolina under the d/b/a names of "AT&T South Carolina" and "AT&T Southeast."

The Petition explains that BellSouth proposes to adopt "AT&T South Carolina" as a new d/b/a or trade name with regard to single state functions and/or products and services, and it proposes to adopt "AT&T Southeast" as a new d/b/a or trade name with regard to functions, activities and/or products and services that are uniform throughout the nine states that are served by BellSouth. BellSouth's Petition states that the address and the contact information for BellSouth that is on file with the Commission is unaffected by its Petition, and it provides that upon Commission approval of its Petition,

BellSouth will make an appropriate tariff filing reflecting the names under which BellSouth will be doing business in South Carolina.

On February 1, 2007, by letter, ORS advised the Commission that it does not oppose BellSouth's request to begin operating under the d/b/a names of "AT&T South Carolina" and "AT&T Southeast." At its regularly scheduled meeting on February 14, 2007, the Commission reviewed the case before it, and after due consideration, the Commission concluded that the request of BellSouth as set forth in its Petition should be granted.

The Commission's records will hereby be amended to reflect BellSouth's adoption of the trade names of "AT&T South Carolina" and "AT&T Southeast."

IT IS THEREFORE ORDERED THAT:

1. BellSouth Telecommunications, Inc.'s request for approval to operate, on a going-forward basis in South Carolina, under the "doing business as" ("d/b/a") name of "AT&T South Carolina" and under the d/b/a name of "AT&T Southeast" is approved, and BellSouth Telecommunications, Inc. is hereby authorized to utilize "AT&T South Carolina" and "AT&T Southeast" as trade names for its telecommunications services in South Carolina.

2. This Order shall remain in full force and effect until further Order of the Commission.

BY ORDER OF THE COMMISSION:



G. O'Neal Hamilton, Chairman

ATTEST:



C. Robert Moseley, Vice Chairman

(SEAL)